CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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OUR FIFTH ANNUAL YEAR BOOK IS OUT

HERE'S SOME GOOD ADVICE ON HOW TO USE IT BEST

Our fifth annual Year Book of the Canadian Motion Picture Industry is out. Sometimes it seems like 1,000 years since we started it, at other times it seems like only yesterday. In any case, we're about ready to tell some people how to get the most use out of it. Firstly, keep it handy. On your desk or nearby at all times. There are two reasons for this. One is that it will disappear if you don't. Year Books have a way of disappearing and suddenly, when someone is across the desk asking a question or New York or Toronto is on the phone, you haven't got it—and the answer, you know, is in it.

The other reason is that by having it where you can thumb through the Year Book now and then, you can get a good idea of

(Continued on Page 3)

Activate TV-Film Prod'n At Audio

Activation of production at Toronto's largest studio, that of Canadian Film Industries, is seen with the announcement by David Coplan, managing director, that Emile A. Harvard, formerly production chief at what is now Batten Films, has joined the

(Continued on Page 9)

Disneyland Via Elmer Contests

Highlight to date of the Elmer theatre parties, designed to promote matinee business and now in something like 50 theatres across Canada, will be the 38-theatre contest in the Toronto area. The overall prize is a trip to Disneyland with all expenses

(Continued on Page 5)

Press Income, Prestige Threatened By Video

Theatre operators have protested the manner in which some newspapers emphasize TV attractions, even putting reviews on the amusement pages.

In Canberra, Australia Roy Thomson, head of the Canadian newspaper chain that also controls the Edinburgh Scotsman, said that TV may become a real threat to newspapers. It offers the news more effectively than newspapers can. The power of TV advertising should never be underestimated, he warned, and it is diverting revenue that newspapers can ill afford to lose.

Radio was not nearly the threat to press income because of expanding appropriations for advertising. This, added to the basic soundness of newspapers, protected the press.

Thomson suggested that newspapers must become more interesting and that publishers ought to get into TV deeply.

Winckles, JARO, In Toronto Visit

Production of feature films will likely be undertaken in Canada by the J. Arthur Rank Organization when the United Kingdom dollar problem eases, Kenneth Winckles, joint assistant managing director, said in Toronto on his recent visit. "One of

(Continued on Page 4)

Fitz, Jr. Returned

J. J. Fitzgibbons, Jr., general manager of Theatre Confections Limited, Toronto, was re-elected board chairman of the International Popcorn Association recently in Chicago. Thomas J. Sullivan is again executive vice-president and secretary.

9-Film, $25 Mil. Disney Lineup Via Empire-U

Nine new features, to cost $25,000,000, and three reissues will be released by Walt Disney Productions through Empire-Universal Films Limited in the next 18 months, it was stated in Toronto by Leo F. Samuels, president of Buena Vista Film Distribution Company. Buena Vista is the one-year-old USA Disney distribution setup and Samuels, accompanied by James O'Gara, special sales representative, was making his first tour of Canada.

The two Buena Vista executives had visited Vancouver, Calgary and Winnipeg and would continue on to Montreal after

(Continued on Page 5)

DOS' 'Farewell To Arms'

David O. Selznick will produce Ernest Hemingway's Farewell to Arms under his distribution affiliation with RKO.

Wm. Dozier New RKO Production Chief

Combined theatrical and television film production at RKO studios is seen in the appointment of William Dozier as vice-president in charge of production. It is predicted that Thomas F. O'Neil, RKO board chairman and president of its parent company, General Teleradio, will merge both enterprises.

Dozier will leave the Columbia Broadcasting System, where he is director of network TV programs, at the end of the month. He worked at RKO in 1944-46.

DAVID GRIESDORF LEAVES ODEON

Mr. Leonard W. Brockington, president of The Odeon Theatres (Canada) Limited, announces that the company and Mr. David Griesdorf have mutually agreed to terminate forthwith Mr. Griesdorf's agreement as general manager of theatre operations.

The president and directors of the company desire to express to Mr. Griesdorf their thanks for his past services and wish him the best of luck and every success in his future activities.

THEATRE CONSTRUCTION NEWS

J. Purnell & Sons, Famous Players affiliate, has a new theatre, the Paramount, under way in Red Deer, Alberta, where the company now operates the present three theatres. One of them, the old Paramount, will likely be closed when the new one is completed.

Also under way is the Pudar Brothers' theatre in Sangudo, Alberta. It is the first in the community.

George Watson, owner of the only theatre, the 125-seat Roxy, in High Prairie, Alberta, is planning to build a new 444-seat, $80,000 house there. J. Hylas Gagnon, owner of Chibougama, Quebec's only theatre, is planning to build a second house and M. Bohajski is having plans drawn up to reconstruct his burned-out Hollywood Theatre in Niagara Falls, Ontario.

In South Battleford, Saskatchewan, W. C. Burak and A. Bakker are converting their house from 16 mm. to 35.

AA Borrows French Actress

Allied Artists has borrowed Jacqueline Beer, young French actress, from Paramount for the feminine lead in Screaming Eagles.

Cast Set For 'Fragile Fox'

Robert Aldrich has set Jack Palance, Buddy Ebsen, Eddie Albert and Robert Strauss for the leads in Fragile Fox, which UA will release.

VARIETY INSTALLATION AT SIGN OF THE STEER ON WEDNESDAY, DEC. 7

The installation of the 1955-6 Crew of Tent 28, Toronto, Variety Clubs International, will take place in the Balinese Room of the new Sign of the Steer on Wednesday, December 7. There will be a dinner, followed by a dance. Accommodation is limited to 300 people, so barkers are urged to make their arrangements now. The affair is only for barkers and their ladies. David Griesdorf will succeed Harry S. Mandell as Chief Barker of the tent.

THIS IS THE FIRST TRADE STATEMENT OF ITS KIND EVER MADE BY NICHOLAS M. SCHENCK-

"As an exhibitor myself for many years, I think I am justified in believing that my opinion merits consideration by theatre men.

"I have never before used this means of communicating with showmen so that what I say here obviously comes to you with the greatest sincerity.

"I wish to tell exhibitors that never before in the 35 years of M-G-M's existence have I seen, within one week, two attractions of such importance at the box-office as 'THE TENDER TRAP' and 'I'LL CRY TOMORROW.'

"The report has already been published that the audience survey of 'THE TENDER TRAP' was the most successful of any theatre poll ever undertaken by Flim Research Surveys. This wonderful comedy which stars Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm must be seen to be fully appreciated. It is in a class by itself. I urge you to see it.

"Time will tell you much better than I about 'I'LL CRY TOMORROW.' M-G-M had a great story property to begin with, a best-selling novel, the real-life story of the remarkable girl Lillian Roth and her heart-lifting fight to come back from defeat to decency. I wept when I saw this picture. So will you. Our Studio has made a production that will outlast us all. It will be a classic of the screen. Millions of people already know about this courageous girl and our picture which tells of her life with frankness and realism, yet with wonderful compassion, is eagerly awaited throughout the nation. I pay tribute publicly to Susan Hayward who plays Lillian Roth and to all who had a hand in the making of 'I'LL CRY TOMORROW.'"

Sincerely yours,

NICHOLAS M. SCHENCK

PRESIDENT, M-G-M PICTURES

Canadian Film Weekly

Vol. 20, No. 45 November 23, 1955

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R. Hambleton Passes; Was Ont. Exhibitor

Operator of six Ontario theatres, Robert Hambleton of Simcoe, died recently in the Hamilton General Hospital after a lengthy illness at the age of 87. The late Mr. Hambleton had been in a number of businesses before opening his first movie house in 1942.

He had theatres in Tillsonburg, Simcoe, Delhi and Norwich, with two in each of the first two communities. Surviving is his wife, the former Edna Eubank.

Services were in the St. James United Church, Simcoe, and interment was in Oakwood Cemetery. Among the many floral wreaths were a number from theatre staffs and film companies.

Free Countries Only

In Washington the administrative council of the International Federation of Film Producers Association voted unanimously to ban from membership countries in which the motion picture is state-controlled. Renato Gualino of Italy heads the IFPA, which has 22 member lands.

Our Fifth Year Book

(Continued from Page 1)

what's in it. During the year we get hundreds of queries from persons who have the Year Book. The answers are in it. But it never occurs to them to look. They're not conscious of the Year Book as a daily aid. Those who have tried this tell us again and again how helpless they would be without it.

Even the most minor question can make a problem that kills valuable time. How do you spell a person's name? What's his job? Where do you get him? What's his phone number? Who is his boss? How many seats in a certain situation and how many people in a town? What are censorship rates in a particular province? How much is the seat tax? Who is chief censor or theatre inspector? What ministry is a department under?

These are but a few of the questions — and none of these has to do with statistics. And there are plenty of statistics.

There's a list of every theatre in Canada in the 35 mm. category and another for 16 mm. places of exhibition. Unions? They're all here, as are the film critics and radio and TV stations. There are introductory articles to various sections and an article, Our Business, by N. A. Taylor. All the circuits, distributors, equipment houses, producers, etc. are in the book. Well, maybe not all. Try as hard as we could, we couldn't get an answer from some people. Others asked us not to print anything about them in our regular edition and gave us their sacred word of honor that they would communicate with us for Year Book purposes when ready. They didn't.

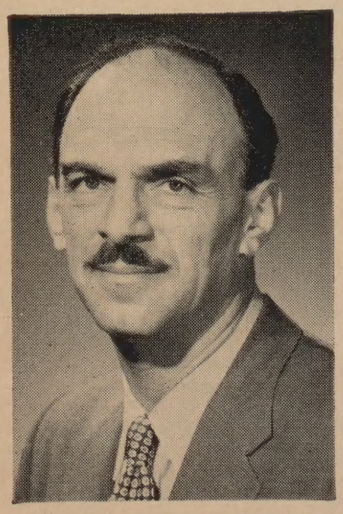
Our Year Book wins praise from all over the world. Is it worth while? Well, we're proud of it. Is it worth while financially? We come out with a profit—but if we added a man to the staff for the sake of the Year Book, we'd lose money on it. The Year Book suffers from the same indifference — on the part of some — to advertising in the Canadian trade press in the measure it deserves. Most of the money that should go into Canadian trade press advertising goes into USA publications — a painful problem. Thus getting out a weekly edition of our type of paper, along with an annual Christmas Number and a Year Book, is terribly hard on the amount of staff we have. But we keep doing it. We like our work and it's the only way we can stay in business. We only wish our work wasn't so hard — and that it was proportionately profitable.

Anyway, the Year Book, with a gold-on-grey cover, is here again. You're welcome. Don't take it home but keep it on your desk and learn how to use it. If you want a copy for the house, buy one. You need the book and we need the money.

The price is $2.25 for the book or $3 for the Canadian Film Weekly and the book.

AA Gets TV's Medic Series

Allied Artists has secured screen rights to Medic and will base a film on the famed TV series.



RALPH FOSTER

JULIAN ROFFMAN

GERALD J. KEELEY

The Motion Picture Division of Rapid Grip & Batten Limited became known as Batten Films Limited when it acquired Meridian Productions Corporation Limited of Toronto and the services of its principals, Julian Roffman and Ralph Foster. The step was described as an important development in the Canadian motion picture and TV production field by J. H. Batten, who said that Batten Films was now in the best position in its history.

Foster is general manager of Batten Films and Roffman executive producer. Both have outstanding reputations, Foster having been Deputy National Film Commissioner of Canada and head of films and TV for the UN, while Roffman is internationally known in the documentary field.

Gerry J. Keeley, a long-time RG&B executive, remains director of sales.

The studio is at 1640 The Queensway, Toronto.

Our Business by N. A. Taylor

FIGURES just released by the Dominion Bureau of Statistics indicate that paid admissions to motion picture theatres in Canada in 1954 were 8.5 per cent less than in 1953. When the figures are published for 1955, they will probably show a further drop. Gross receipts are reported at approximately $105,-500,000—a drop of only 3.3 per cent on the previous year's gross. This is a reflection of generally upped admission prices. It was further revealed that the attendance at drive-in theatres was up 11 per cent over 1953. This can be attributed to the increased number of drive-ins, which total today some 250.

No one in our business will be surprised by these figures and we should not have to wait for the DBS to reveal them to feel a sense of urgency about the situation. It is redundant to keep repeating that in TV-saturated areas the attendance is down and will continue to stay down. It is important, however, to keep repeating that our business as a body is doing nothing about it.

Theatre circuits continue to talk bravely about better showmanship and more exploitation and to spur this initiate contests which offer cash prizes to managers. This old "whip and carrot" routine can only get the "horse and wagon" partly up the hill. The load is too heavy to pull unless there is assistance from the industry as a whole.

It is a sad commentary, indeed, that at the recent meeting of the Motion Picture Industry Council of Canada there could not be a more favorable report of exhibitor support for the previously-presented project of the Public Relations Committee, and its plan to do something in the overall to stimulate the boxoffice. The fault must be laid at the door of those exhibitors throughout the country who, in great apathy, are loth to do much else than cry.

No one can offer a panacea for our business today, nor the vision of a rainbow in the immediate future. However, no one can deny that there are ways and means of stimulating attendance at motion picture theatres on higher than the local level, which is the only one being practised today. The daily recurrence of more empty than filled seats in hundreds of theatres throughout the country stands as mute testimony to the lethargy of the men operating such theatres.

WINCKLES HERE

(Continued from Page 1)

of our aims is to shoot our films on locations with authentic backgrounds," Winckles said, and added that in this respect Canada was no different than any other Commonwealth country so far as the company's plans for overseas production were concerned. Many JARO films in the last few years have been made abroad.

Winckles accompanied John Davis, managing director of JARO, to the USA and then came alone to Toronto for a brief visit. He said it was a routine trip to keep in contact with the situation here. Davis had also planned to come to Canada but had been delayed in Washington.

Winckles stated that distribution of JARO films in the USA was unsatisfactory but at the moment no plans were under way to better that situation. Frank H. Fisher, general manager of J. Arthur Rank Film Distributors (Canada) Limited, who was present, pointed out that his organization was servicing "more contracts than ever before" and that it was "comparable to any other Canadian distributor in the number of contracts handled."

Fisher said that 17 top films will be released to Canadian theatres in the next ten months, headed by Doctor at Sea, which is doing business in the UK on a par with the phenomenally-successful Doctor in the House, its forerunner. The latter film wound up about second or third in the all-time top grossers from any source in Great Britain. Doctor at Sea, in Technicolor and VistaVision, stars Dirk Bogarde, Brigitte Bardot and James Robertson Justice and will open for Christmas.

Other films on the schedule include The Woman for Joe, in Technicolor and VistaVision, starring George Baker and Diane Cilento; Norman Wisdom's next, Man of the Moment, co-starring Belinda Lee; Value for Money, in Technicolor and VistaVision, with John Gregson, Susan Stephen and Diana Dors; Touch and Go, in Technicolor and with Jack Hawkins, Margaret Johnston and June Thorburn; A Town Like Alice, with Peter Finch and Virginia McKenna; The Ladykillers, in Technicolor and starring Alec Guinness; Jumping for Joy, starring Frankie Howard and Stanley Holloway.

Also Simon and Laura, in Technicolor and VistaVision, starring Peter Finch and Kay Kendall; An Alligator Named Daisy, in Technicolor and VistaVision, with Donald Sinden, Diana Dors, Jean Carson and James Robertson Justice; All for Mary, in Eastman Color and starring Kathleen Harrison and Nigel Patrick; Who Done It?, starring Benny Hill and Belinda Lee; Lost, in Eastman Color and with David Knight, David Farrar and Julia Arnall; The Long Arm, with Jack Hawkins; Reach for the Sky, with Kenneth More and Alexander Knox; A Lamp Is Heavy, in Technicolor, starring George Baker and Belinda Lee and based on the novel by the Canadian writer, Sheila McKay; and The Black Tent, in Technicolor and VistaVision and starring Anthony Steel and Donald Sinden.

Boxoffice Statistics

In 1954, says the Dominion Bureau of Statistics, Canadian movie exhibition rang up a cash figure of $118,490,819, of which $12,975,256 was for provincial amusement taxes. The non-tax total, $105,515,563, compared with $109,072,528 in 1953, is a drop of $3,556,965. The drive-ins' share was $6,316,947, which does not include amusement taxes of $721,630.

There were 3,471 places of all types where films were shown, with 1,938 being regular theatres, 230 drive-ins, 645 community enterprises and 658 halls.

Paid admissions at 237,264,894, numbered 22,081,943 less than in 1953, 12,380,246 being to drive-ins, an increase of 1,245,478 over the previous year.

Combining all sources of theatre receipts and admissions, the figures show Canada's grand totals in 1954, without amusement taxes, as

$105,515,563 and 237,264,894

To get the actual total of the amount spent by the public for motion picture entertainment in 1954 the amusement tax for that year should be added. The tax figure and the overall total which included it were respectively

$12,975,256 and $118,490,819

In the table below only Itinerant Operators, who took in $385,682 in receipts for 1,106,070 admissions in 1954, are excluded and receipts and admissions from all other sources are given. From 1946 on the table below includes drive-ins, the first of which was opened in Canada that year.

Year	Theatres	Receipts	Admissions
1930	907	$ 38,479,500	———
1933	762	24,954,200	———
1934	796	25,338,100	107,354,509
1935	859	27,173,400	117,520,795
1936	956	29,610,300	126,913,547
1937	1,044	32,499,300	133,668,450
1938	1,130	33,635,052	137,381,280
1939	1,183	34,010,115	137,898,668
1940	1,229	37,858,955	151,590,799
1941	1,240	41,369,259	161,677,731
1942	1,247	46,461,097	182,845,765
1943	1,265	52,567,989	204,677,550
1944	1,298	53,173,325	208,167,180
1945	1,323	55,430,711	215,573,267
1946	1,500	59,888,972	227,538,798
1947	1,697	63,139,604	221,528,177
1948	1,957	70,315,889	224,055,171
1949	2,220	79,953,539	236,017,859
1950	2,417	86,249,752	240,824,982
1951	2,458	95,833,340	250,547,499
1952	2,522	104,963,599	261,475,867
1953	2,819	108,603,966	257,965,182
1954	2,813	105,129,881	236,158,824

The above figures include the Yukon and Northwest Territories, which are serviced from British Columbia. Newfoundland was included for the first time in 1949, the year it became Canada's tenth province.

ITINERANT OPERATORS: These are defined as projectionists who carry their equipment with them and travel from place to place, usually on a regular schedule.

MRS. BROWN, WPG., NFB GOVERNOR

Appointment of a new member of the Board of Governors of the National Film Board, Mrs. Arthur Brown of Winnipeg, and the reappointment of Dr. Leon Lortie of Montreal and H. L. Roper of Halifax for another three-year term was announced last week by the Honorable J. W. Pickersgill, the minister responsible to Parliament. Dr. Lortie is the Director of Extension Services at the University of Montreal and Roper an official of the Brookfield Construction Company.

Mrs. Brown will succeed Mrs. A. L. Caldwell of Saskatoon, like herself active in women's associations, who was appointed five years ago when the National Film Act, 1950 was passed and brought about the present structure of the NFB.

Other members of the National Film Board include the Government Film Commissioner, A. W. Trueman, as chairman; Under-Secretary of State Charles Stein; Charles S. Band, Toronto; Jules Leger, Under-Secretary of State for External Affairs; Mitchell W. Sharp, Associate Deputy Minister of Trade and Commerce; and Bruce Hutchison, editor of the Victoria Daily Times.

News Clips

Lively film language was used in a recent newspaper ad of World Adventure Tours, which offered "The World's First Wide Screen 16mm Full Color Feature Travel Film" at Massey Hall, Toronto. The word "Filmorama" and the fact that "No Special Glasses Are Required!" were made plain . . . Jim Davie, for 28 years with RKO in Vancouver and until recently its branch manager there, is now in the real estate business . . . Tom McKnight, manager of the Patricia, London, just ran a Yo Yo contest . . . There'll be no change in the management of CKLW, Windsor TV station, if Famous Piayers is permitted to purchase control by the CBC board of governors on December 1. J. E. Campeau is president and Harry Sedgwick chairman of the board.

Ted M. Abrams is assisting K. V. Cooper, director of public relations and advertising for Associated Screen News Limited. He was until recently director of promotion for Marconi's radio operation, CFCF, Montreal . . . Since the wide screen came it is more difficult than ever to find National Film Board shorts in our theatres, Gerald Pratley said over his CBC radio program, The Movie Scene. He made the point that this explanation, given him by some exhibitors, was not valid, since they still played newsreels in the old ratio. He blamed lack of interest by bookers and exhibitors.

Du Pont of Canada has moved the sales office for its Photo Products section to Toronto from Montreal to be in closer touch with the photographic field as a whole. Sales manager is A. Elsey . . . The Globe and Mail, Toronto, devoted an editorial to the passing of the well known stage and screen actor, Tom Powers, who was 65 . . . In The Calgary Herald "Bewildered Teen-Agers" ask, in a letter to the editor, why they have to pay adult prices if they are barred from adult movies because they are under 16. They suggest that thi attitude is an aid to juvenile delinquency.

Republic Casts Stars In 'Dakota Incident'

Linda Darnell and Sterling Hayden have been set by Republic for the star roles in Dakota Incident, which goes before the cameras soon. The top-budget production will have Michael Baird as associate producer with Lewis Foster directing from an original screenplay by Frederick Louis Fox.

DISNEY'S NINE

(Continued from Page 1)

leaving Toronto. Samuels was very favorably impressed with the Empire-Universal personnel he met, describing the company as a "young, aggressive and well-thought-of organization." He stated, "We are very happy in our new association."

Alfred W. Perry, president and general manager of Empire-Universal, said his company was "looking forward to a long relationship" with Disney and Buena Vista and spoke glowingly of the product he had seen on his recent visit to the Disney Studios in Burbank, California. He mentioned that while no individual deals had been finalized the Disney product had been booked right through the Famous Players circuit.

"Walt Disney has done more for the elevation of motion pictures in the public mind than any other producer," Perry stated, and added: "He is one of the most highly-respected and distinguished men in our industry."

Samuels said that the whole schedule of films will be given the Disney exploitation treatment that has proved so successful in the past, mentioning that each is to have special attention on the Disneyland TV program, now rated sixth in the country. Each picture will be given the buildup most suitable to its individual needs.

African Lion, a True Life Adventure feature, will be the first release on the schedule and it will be a Christmas entry into Canadian theatres. Following that will be The Littlest Outlaw in February and March; the reissue, Fantasia, in Superscope and four-track stereophonic sound; Song of the South, reissue, for Easter; The Great Locomotive Chase, the $3,500,000 CinemaScope production starring Fess Parker, Jeff Hunter and Jeff York, slated for early summer; Children of the Covered Wagon, (tentative title), for late summer.

Fall release will be Secrets of Life, another in the True Life Adventure series, and for Christmas, 1956, the holiday special will be Perri, a True Life Adventure for which over one million feet of film has been shot and which has been in work for three years.

The Light in the Forest, based on the Conrad Richter book, will go into release in February, 1957 and in the summer Toby Tyler at the Circus and the reissue, Bambi, will be the attractions. Final picture on the program will be Sleeping Beauty, which has been budgeted at $5,000,000, making it the most costly animated feature ever to be made. It will be in color, CinemaScope and stereophonic sound.

News Notes

CHARLIE WEINER PASSES IN LA

Canadian general manager for the Selznick Releasing Organization from July, 1947 until it dropped its Canadian sales structure about 18 months later, Charles M. Weiner, 63, died in Los Angeles recently of a heart attack. He had come from Minneapolis and returned there and at the time of his passing he was attending a Buena Vista sales meeting.

The late Mr. Weiner was both popular and well known in Canada, for he had been Western representative for United Artists in 1924, with offices in Winnipeg. The Canadian district offices were abolished in 1924 when national authority was given the newly-appointed general manager, Haskell Masters, with the head office being established in Toronto. Charlie subsequently became Famous Players booker in Winnipeg. Mrs. Weiner is a Winnipeg girl and their daughter was born there.

PARAMOUNT EARNINGS UP IN '55

Paramount Pictures Corporation estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the third quarter ended October 1, 1955 at $2,515,000 after provision for United States and Canadian income taxes. These earnings from operations represent $1.15 per share on the 2,188,911 shares outstanding compared with $2,428,000, or $1.10 per share on the 2,208,133 shares in the same quarter in 1954.

Consolidated earnings from operations for the nine months ended October 1, 1955 after taxes are estimated at $7,680,000 and represent $3.51 per share. The comparative earnings for the nine months of 1954 were estimated at $5,558,000 and represented $2.52 per share. In the nine months of 1954 an additional amount of $832,000, or 38 cents per share was earned by a non-recurring net profit on the sale and adjustment of investments in subsidiary and affiliated companies; no corresponding non-recurring profit was realized in 1955.

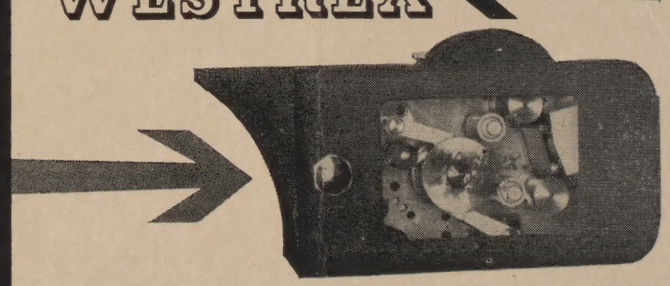
Paramount's 'The Rainmaker'

William Holden will star in Paramount's The Rainmaker.

Stars Set For UA's 'Bandido'

Robert Mitchum and Ursula Theiss will star in UA's Bandido.

WESTREX



"PENTHOUSE" REPRODUCER

Call it a 'penthouse', 'sandwich' or 'button-on' reproducer, the Westrex is the simplest and cheapest way to get stereophonic sound reproduction from a complete print. It can be used with any modern projector or soundhead. It is small and does not interfere with operation of projection equipment. Replaceable magnetic pick-up tracks—a Westrex exclusive feature. Westrex is film-pulled and requires no special lubrication or maintenance. Write or ask for complete details.

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DS-55-22

ELMER CONTESTS

(Continued from Page 1)

paid and the winner, in addition to $100 spending money, will be able to invite her or his mother and dad. This is the second year of theatre parties under the symbol of Elmer the Elephant, which The Telegram, Toronto, has copyrighted. Permission to employ the symbol outside Toronto was given to Famous Players by The Telegram, which emphasized that it must be tied in with newspapers, local safety councils, radio or TV stations.

The quiz contest, based on questions from a booklet of safety rules distributed by the Ontario Highways Department, will be offered through a co-operative effort by the theatre and The Telegram. Prizes are a tea service, banjo, space ship coloring set, double dutch skipping rope, jet water pistol, Donald Duck Ups-and-Downs game, bicycle lantern, doll or gun and holster set, box of candy with guest tickets for mom and dad, and a carton of Schwepp's ginger ale with guest tickets for mom and dad. The ten-week contest, which begins in Toronto on November 26, will be carried on in the theatres during December, the worst month for traffic accidents.

Tenth-week prizes in each theatre, provided by Theatre Confections Limited, are bicycles and a pair of boots and skates. The Telegram will print the names of the winners.

Winner of the trip to Disneyland will get transportation via the CNR and the Super Chief and accommodation at a Sheraton hotel.

Those responsible for the Toronto arrangements are Bert Brown of Famous Players, Billy Summerville, Jr., of B&F Theatres and Mort Margolius of Famous Players.

'The Sons Of Katie Elder'

Alan Ladd will star in Paramount's The Sons of Katie Elder.

From Newfoundland to Nanaimo

From Grande Prairie to Granby

THE SWING IS TO
ADFILMS

Canada's Fastest Growing Theatre Screen Advertising Company

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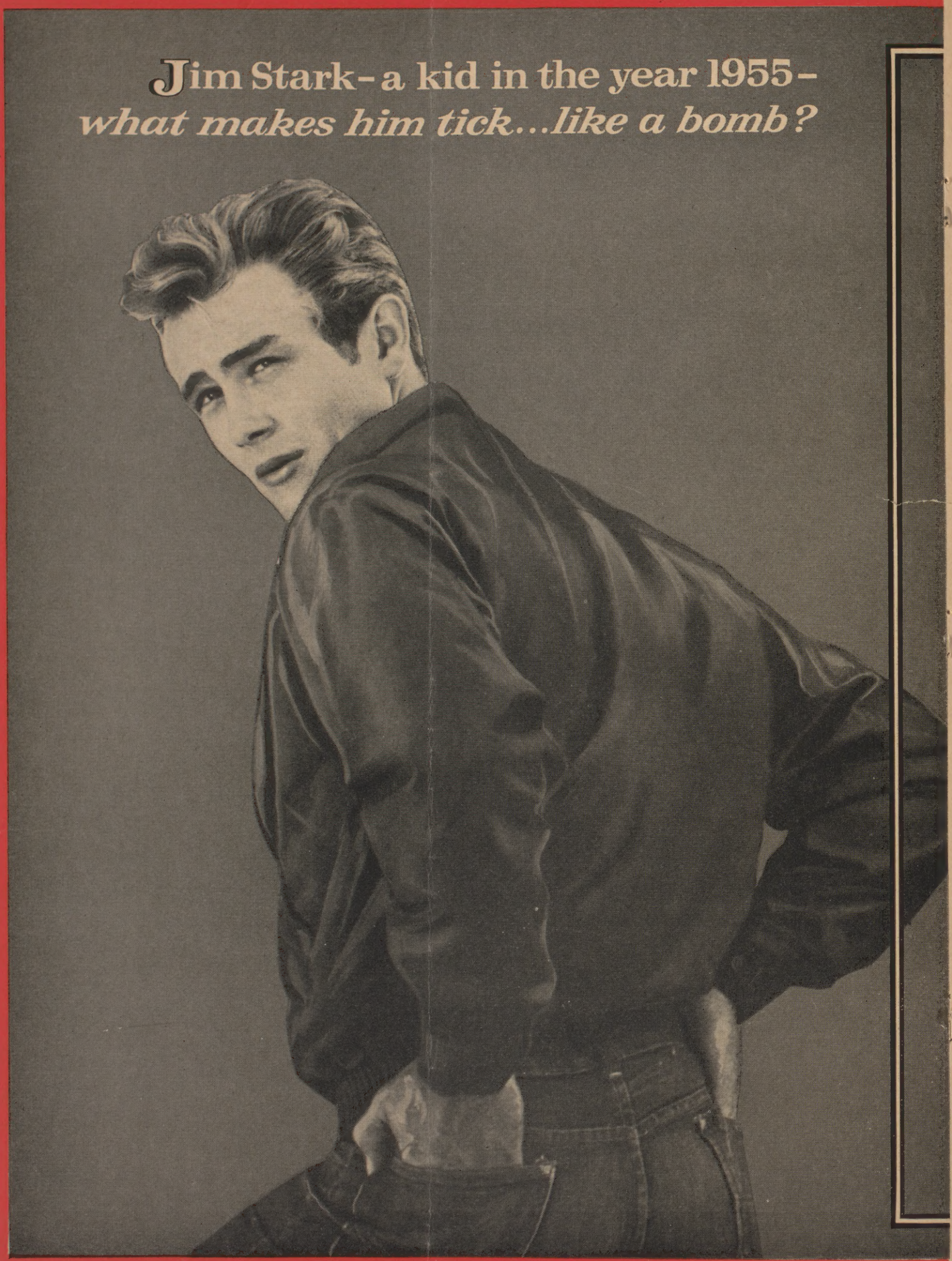
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what makes him tick...like a bomb?

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present the
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of 'East of Eden'

JAMES DEAN

in a challenging drama
of today's
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"REBEL WITHOUT A CAUSE"

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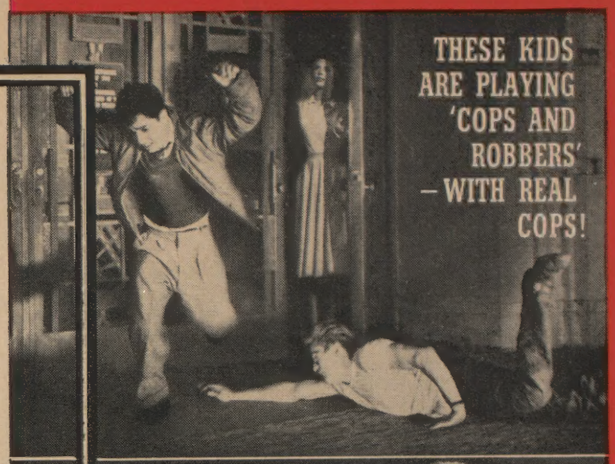
ALSO STARRING **NATALIE WOOD** WITH **SAL MINEO**
JIM BACKUS · ANN DORAN · COREY ALLEN · WILLIAM HOPPER
SCREEN PLAY BY STEWART STERN · PRODUCED BY DAVID WEISBART
DIRECTED BY NICHOLAS RAY · Music by Leonard Rosenman



REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

Observanda

Typographs

LET'S COME ON with a gag. Lorne Greene told it to frau Rita, yours truly and Maria Riva, star of *Tea and Sympathy* at the Royal, in the Variety Club. He told it so well that MR complimented him on his acting. Now comes the story. It seems that an explorer was strolling through the fiercest patch of jungle in Africa, completely unarmed but playing a violin — and beautifully.

A huge lion, filled with hunger and hate, rushed at the fiddler, fangs flashing and claws ready. As it was about to strike, the music reached its ears and it stopped sharply. It sat there harmless, enchanted by the lovely sound. Then a great vicious gorilla dropped from a tree before the explorer, determined to tear him to pieces — and instead joined the lion as a dreamy listener. Soon the jungle was full of listening beasts, sitting quietly as though drugged.

From a cliff above, a tiger took his first look at the violinist, still playing serenely away. In a moment it leaped. The tiger's claws and teeth tore the violinist to shreds. Its hunger appeased, it sat there contentedly, licking its chops in recollection of so fine a snack.

By now the other animals had come to a full realization of what had happened. The lion rose and approached the tiger.

"Now what," he asked in exasperation, "did you go and do a thing like that for?"

The tiger stared at the lion, a look of mild puzzlement on his face. Still sitting, it leaned forward. Then it cupped one paw to an ear, looked in the face of the lion, and asked:

"Eh???"

A TELEGRAM TO Rube Bolstad states that William McCraw of Dallas, International Executive Director of Variety, passed away but we haven't heard any more than that before press time. There is not a single Variety member who will not feel the Colonel's departure, for he enlivened so many of our gatherings with his wonderful gift for humorous expression and he made many, many personal friends while visiting the tents. The one-time attorney-general for the State of Texas recently became a judge of the county criminal court.

Bill bore himself with a rich dignity and this, coupled with his wonderful sense of humor and his sincere sentiment about Variety and Variety people, made his friendship something to cherish. His humor, to which I was first exposed years ago at a Miami convention, was a great blend of sly wit and broad joking. The fraternal spirit of Variety, built with countless visits to the different tents, is his monument.

RECENT *ON CAMERA* play over CBC TV, *Blind Date,* was written by Jacqueline Rosenfeld, wife of Gurston of Columbia and daughter of Doug Rosen of IFD. A couple of more talents and that family could make its own features . . . *Alex MacKay,* International Productions' g.m., is chairman of the Radio-TV-Motion Picture Committee for the Retarded Children's Fund . . . *Frank Rasky* whipping a best-TV-programs-and-talent poll of reviewers, editors and "show business connoisseurs" for *Liberty* . . . *Danny Crystal,* a recent laugh-snagger at the One Two, has an unusual personality and distinctive mannerisms. He'd be a sure winner in a situation-comedy series. Has a bit of the younger Benny about him . . . *Nat Cohen* now doing weekday 10 a.m. drama criticism over CJBC. Should call the program *For Ladies Only.* Who else is home at that time? . . . *Pat Fitzgerald* of MCA here almost went mad one afternoon trying to run Lorne Greene down for a Kraft role. Finally located the Greene family holidaying in Pittsburgh . . . *"A psychiatrist* is the next man you start talking to after you start talking to yourself," says Fred Allen. Tell me, do you think there's anything in what he says, Bossin, old boy? . . . *Ed Fitkin,* my favorite sports telecaster, came up with one. A football player, he reported the other day, had suffered "a *slightly severe* concussion." It's okay, Ed, I pull plenty of 'em myself . . . *Cosmopolitan* note: The New Vienna Restaurant at Huron and Harbord advertises "Famous Chinese Foods." Ach der lieben Shrimp Chow Mein! . . . *Now hear this*: Blood is thicker than water but honor is greater than both.

IS IT INFORMATION about the fast-growing Australian film industry you want? Then you're lucky. Just get hold of the latest *Motion Picture Directory,* edited by Peter Morrison, which is issued by *The Film Weekly,* 136 Liverpool Street, Sydney. It is comprehensive, informative and exhaustive—a great piece of work. After all, we do know what goes into this sort of thing, for we issue one in Canada. This one is a fine example of annual directories and must have taxed the imagination and energy of those responsible . . . *The Jewish News* of Detroit, in a column by editor Philip Slomovitz, found the fact that Earle Grey's *Merchant of Venice* company toured Ontario schools "especially disturbing." Slomovitz reprinted Frank Tumpane's *Telegram* column, in which it was opined that "Shakespeare, that great architect of the English language, has done his share to keep anti-Semitism alive for the past 300 years. And the *Merchant of Venice* is a great play—a great anti-Semitic play." Right now the Old Vic's touring *Merchant* in Australia, in which Robert Helpmann plays Shylock, is the subject of argument. Slomovitz, recalling Frederick Valk's *Shylock* at Stratford, said the refugee actor's handling of the few lines "that happen to raise a cry for justice" was so weak that it "not only did not make an impression but thereby magnified the harm to Jewry" . . . *Happy Birthday* to the Prince George Hotel, home of the Variety Club. It was opened in 1855 as the Rossin House.

AT LAST our *Year Book* is out. It was held back by people who just couldn't get their ad copy in and that caused us to delay our Christmas Number, a special. So we're in trouble for time. Please be nice and get your stuff in, for the deadline is early in December . . . *In some* show bars the help seems to be staring into your glass, as though you were the kind of guy that smuggled your own whiskey into the joint. No sooner does an empty glass touch the table than it disappears with the lightning speed of a frog snatching a snack, with an enquiry about a refill. A waitress smiles at you. You smile back. She then puts another order of whiskey on the table. You haven't the nerve to tell her that you were just smiling, not ordering. She knew you wouldn't have. But I had a new one pulled on me the other day, when a friend and I ordered vodka martinis. The waitress poised her pencil over the order book and asked: "Singles or doubles?" There's no booziness like show booziness, I guess . . . *Have another jungle story*: A cocky lion came across a tiger, reared up, pounded its paws on its chest, and roared: "Who's the king of the jungle?" The tiger admitted meekly that the lion was. Then the lion came across a gorilla and got the same answer. Soon he looked up and saw a monkey in a tree, a marijuana cigarette dangling from its lips. He asked the monkey who the king of the jungle was. "I'll show you in a minute," said the monkey. Down he came and, without bothering to remove the cigarette, banged the blazes out of the lion. "Man," the monkey said, wiping his hands, "some cats'll never learn!"

A GOOD ANECDOTE about Sam Goldwyn was recalled by *Variety* mugg Bob McStay. Years ago Goldwyn was considering Peggy Wood for a picture and asked what she was doing. "She just finished 18 weeks in *Candida,*" he was told. "Quit kidding," they say Sam said. "A week in Toronto and a week in Montreal and what else is there?" . . . *Some local* folks threw a housewarming in their penthouse, which has several walls completely covered by mirrors. The hosts decided it was time to say goodnight when they found one guest looking in a mirror and trying to start an argument with himself . . . *Remember* that old-time exhibitor's trick of pasting a one-sheet on a blind, which was hung up and unrolled on the theatre front? I learned more about it. Cotton blinds were used because the exhibitor could wet them from behind and peel off the old one-sheet. While it dried for a couple of hours an alternate blind was in use . . . *A father* called in his son for a heart-to-heart talk. "My son," he said, "you have reached the age when men marry. Take my advice and don't marry for money; just for love. Go where money is—and fall in love." It was Sholem Aleichem who observed that "You can marry more money in five minutes than you can earn in a lifetime" . . . *I liked* this from a Brooks Atkinson *NY Times* review: "Honesty sits on his face like the heritage of a good family."

AUDIO'S TV-FILM

(Continued from Page 1)

company. CFI, which has two inactive production subsidiaries, Audio Pictures Limited and Dominion Productions Limited, has been renting studio space to TV producers. Now it will enter TV production in a big way.

Born in Bucharest, Rumania, the 42-year-old Harvard was educated in Paris (Ecole de

EMILE A. HARVARD

Cinematographie de Paris, and the Sorbonne) and has spent most of his adult life as a cameraman and producer. He was five years with British Movietone News and Fox, and 12 years with MGM as a news and documentary cameraman. His credits also include special asignments for NBC and CBS Television, Universal International, and Pathe.

He came to Canada in 1953 and one of his early projects was the directing of the first 30-minute TV feature film ever made in this country, which was produced in Montreal. In commercial television he has produced filmed spots for more than 40 national advertisers.

"By being able to wed Mr. Harvard's extraordinary talents to our very extensive motion picture facilities in our Lakeshore Road studios, we feel we can give Canadian advertisers the most complete and imaginative TV film service this country has yet had," Coplan said.

"Our facilities have been undergoing major expansion for several months, including the installation of $120,000 worth of the most-advanced sound recording equipment available and the doubling of studio space. Laboratory facilities have been expanded and a large new carpentry, machine and plasterers' shop has been completed. Work is now under way on a new 15,000-foot sound stage.

"All television filming will be done on 35 mm. equipment, and then reduced to 16 mm. prints for use on Canadian television stations (which have not yet got around to using 35 mm. film as in the USA). We feel this is a far superior process than using 16 mm. for the original, and provides better definition and greater flexibility.

"Another unique advantage in our plant is that it is equipped to take care of all optical effects and there is no need to ship any raw material out of the country for further processing. In other words, everything is under one roof."

Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

1955-56

YEAR BOOK

of the

CANADIAN MOTION PICTURE INDUSTRY

Edited by HYE BOSSIN

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SHORT THROWS

MANAGER with his brother, Colin J. Danson, of the Strand Theatre, Sussex, NB, William Thomas Danson, 37, died at his home after an illness of several months. A member of the Maritime Motion Picture Exhibitors Association, William Danson became co-manager of the theatre with his brother on the death of their father, Colin Danson. He had been associated with the theatre, which had been owned by the family for many years, for 23 years.

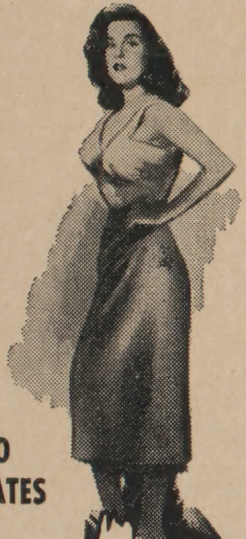
PRELIMINARY approval has been given the CBC by Montreal for its plans to erect a new TV studio and office building, five to 12 storeys high, close to its present Dorchester Street headquarters. Greater space requirements for the production of English-language programs is given as the reason for the move.

APPOINTMENT of Barney Briskin, industry veteran and recently general manager for the production of Oklahoma!, as general manager for production of the Selznick Company, Inc., has been announced in Hollywood by David O. Selznick. He will also be in charge of the executive management of the company with Frank I. Davis, Jr., president, and Earl R. Beaman, vice-president and treasurer. Selznick recently made a deal with RKO.

TESTIMONY given by Lucien Maynard to the Royal Commission investigating Alberta Government business was to the effect that he and his two partners had privately built the 2,200-foot road to their Belmont Drive-in from the Belmont Rehabilitation Centre near Edmonton. Maynard, former Alberta attorney-general who was defeated at the last election, stated that no government money was spent on the road.

HOLDINGS in Magna Theatre Corporation, which controls the Todd-AO process, have been sold by Michael Todd, who helped develop the system and is reported to be the largest single shareholder. Buyers in the private sale were Magna and officials of United Artists. Todd has resigned as director of Magna and Todd-AO common stock and will devote himself to production. First in the Todd-AO process was Oklahoma!, the second, which is now under way, is Around the World in 80 Days and Todd has exclusive rights to film nine more.

I lived and loved in a SCHOOL FOR MURDER!



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MAD AT THE WORLD

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